

## **Auburn Endurance Capital Committee Meeting Agenda for January 25, 2011**

9 a.m.; City Manager's Office, City Hall, Auburn, Calif.

- Streetscape Tasks Progress
- Amgen Posters

## **Auburn Endurance Capital Committee January 11, 2011 Meeting Minutes**

9 a.m.; City Manager's Office, City Hall, Auburn, Calif.

Members Present: Colleen Conley (member at large), Cynci Calvin (Secretary, member at large), Harvey Roper (member - Downtown Businesses), Bob A. Miller (member at large), Steve Holden (member at large), Bob Richardson (City Manager)

Also present: Tom Harper

### **I. Endurance Capital Streetscape Items now need to be ready to go by Feb. 14**

- Governor Brown announced mandate for state to retake CA cities' redevelopment funds
  - Need to use what funds are available as soon as possible
  - Have our package ready to submit to City Council by Monday, February 14
- Costs
  - \$300 per tile for engraving
  - Estimates for pillar graphics: \$425 for bottom, \$340 for middle, \$250 for top.
- Plan to outreach for funding
  - First: Harvey to meet with Kate Riordan, Mike Pickett and Colleen Conley to see if The Tevi Cup board would be interested in contributing funds.
  - Cynci to do a mock-up of the panels for the above meeting.
  - Once Tevis people's decision is made, then approach The Run (Cynci), Cyclists (Lisa), and Brad Kearns/Triathlon (Steve).
- ECC Committee needs to keep control of graphics/design of pillar art but get approval of the groups (similar to tile verbiage).

### **II. Amgen Posters**

- Need more photos for "Auburn Style" (note: Bob Miller brought one of mountain biker going through a stram from an earlier poster. Could use the photo for a "Make a Splash – Auburn Style poster)
- Sell photos?
  - Photograph resources: Keith Sutter, Gary Capp, Peccalemma (?), Auburn Journal, Lisa Kodl, Norm (?)
  - Include water sports (Guy Cables)
- Use surplus posters already available at VIP dinner for placemats, goody bags, and for giveaways to Amgen vips, sponsors, local vips.
- Do a "pre-order" promotion of posters for local businesses

**III. Next Meeting:** Tuesday, January 25, 2010, 9 a.m. at City Manager's Office, City Hall, Auburn

**IV. Meeting adjourned at 10:15 a.m.**